

University of Montana

## ScholarWorks at University of Montana

---

University of Montana News Releases, 1928,  
1956-present

University Relations

---

9-23-1987

### UM forestry scholarship memorializes Russell Nagle

University of Montana–Missoula. Office of University Relations

Follow this and additional works at: <https://scholarworks.umt.edu/newsreleases>

**Let us know how access to this document benefits you.**

---

#### Recommended Citation

University of Montana–Missoula. Office of University Relations, "UM forestry scholarship memorializes Russell Nagle" (1987). *University of Montana News Releases, 1928, 1956-present*. 10713.  
<https://scholarworks.umt.edu/newsreleases/10713>

This News Article is brought to you for free and open access by the University Relations at ScholarWorks at University of Montana. It has been accepted for inclusion in University of Montana News Releases, 1928, 1956-present by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact [scholarworks@mso.umt.edu](mailto:scholarworks@mso.umt.edu).



# University of Montana

Office of University Relations • Missoula, Montana 59812 • (406) 243-2522

## MEDIA RELEASE

September 23, 1987

### UM FORESTRY SCHOLARSHIP MEMORIALIZES RUSSELL NAGLE

MISSOULA --

The Public Service Council Inc., a California non-profit corporation that is now dissolved, has established a forestry scholarship in memory of its founding president, Russell H. Nagle.

Administered by the UM Foundation, the Russell Nagle Scholarship provides an award each year for a UM freshman or sophomore in the School of Forestry. The dean of the forestry school will select the recipient on the basis of his or her chance for success, professional attitude and financial need.

Nagle worked as an account executive for Foote, Cone and Belding, the Pasadena, Calif., advertising agency in charge of the U.S. Forest Service's Smokey-the-Bear account. In 1971 he developed the public service campaign starring Woodsy Owl -- "Give a Hoot, Don't Pollute" -- and then founded the volunteer Public Service Council to provide a vehicle for taking the campaign to the public.

While working on the Smokey-the-Bear account, Nagle visited Montana, found it to his liking and later bought a second home in Cascade. He died of a brain tumor in 1984.

- more -



Naglesch.rl -- 2

Former Montana State Forester Gareth Moon, a longtime friend of Nagle's, suggested using the proceeds from the dissolution of the Public Service Council to establish this scholarship.

Contributions may be sent to The Russell Nagle Scholarship; UM Foundation; P.O. Box 7159; Missoula, Mont., 59807.

###

TB/jd  
Missouliau, Cascade Courier  
Naglesch.rl